

REP HEADLINE# 6332090
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703 528 7880
HARRIS REPORT FROM REP OCT8/12 10.32
CHANGES *** WDCW-TV ***

ADV # _____ ADV. NAME POLI/G ALLEN/NRSC/R/SEN/VA
AGY # _____ AGY. NAME SMART MEDIA GROUP
814 KING STREET, SUITE 400
ALEXANDRIA, VA 22314

REP.# _____ OFF.# _____ SALESMAN # _____
BUYER NAME PATRICIA DOME
SALES PRSN WA- DAVE CLARK

ORDER # _____ CONTRACT # 6332090

PRDCT ALLEN/NRSC EST# **** COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/12 OCT22/12 WK-2

CITY TAX _____ STATE TAX _____

CO-OP BILLING NEEDED _____

DATE OCT8/12 10.32

REP: TO: MALLORY
FROM: GREG
LNS 1-10 CANX
LNS 11-15 ADDED
REVISED TTL...\$4250...7X
THX PLS CFM, 10/8/12

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING
*****IDB# 1046*****

ALLEN FOR SENATE/NRSC

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|

AGENCY ADVERTISER CODE = ALNNR
AGENCY PRODUCT CODE = ORDR

AGENCY EST# = C09C12

1 S 800A-900A 30

\$350.00

10/12

10/12

0

FRI

0

PROGRAM : NEWS PLUS MINUTE
RA35+ : 0.6
CON COM1: NEWS PLUS MINUTE

gc- 10/8/12

CREDIT RISK !!! FAX# 703 528 7880
HARRIS REPORT FROM REP OCT8/12 10.32
CHANGES *** WDCW-TV ***

PROGRAM : NEWS PLUS MINUTE

6332090
UNAPPROVED REV #1 \$\$\$

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT8/12 10.32
CHANGES *** WDCW-TV ***

| REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|--|----|-------------|------|-----|----------|------------|----------|----------|-------------|------|-----------|
| 12 | A | 800A-900A | 30 | | \$350.00 | 10/16 | 10/16 | 1 | | TUE | 1 |
| PROGRAM : NEWS PLUS MINUTE | | | | | | | | | | | |
| 13 | A | 800A-900A | 30 | | \$350.00 | 10/22 | 10/22 | 1 | | MON | 1 |
| PROGRAM : NEWS PLUS MINUTE | | | | | | | | | | | |
| 14 | A | 1000P-1100P | 30 | | \$800.00 | 10/10 | 10/11 | 2 | | W-TH | 2 |
| PROGRAM : LATE NEWS | | | | | | | | | | | |
| 15 | A | 1000P-1100P | 30 | | \$800.00 | 10/15 | 10/18 | 2 | | M,TH | 2 |
| PROGRAM : LATE NEWS | | | | | | | | | | | |
| STATION MAKEGOOD OFFERS: | | | | | | | | | | | |
| M1 UNRESL BUY#4 | | | | | | | | | | | |
| MISSED:TUE/800A-900A | | | | | | OCT9 | 30S | \$350.00 | (OCT4/12) | | |
| OFFER:SAT/730P-800P | | | | | | OCT13 | 30S | \$350.00 | PLS ADVISE. | | |
| CMT:MAKEGOOD PER ART...PLEASE ACCEPT. ER | | | | | | | | | | | |

OCT/12 \$4,250.00

CONTRACT TOTAL \$4,250.00
TOTAL SPOTS 7

MARKET TOTALS \$300,000 WDCW 1% WJLA 23% WUSA 18% WRC 31% WTTG 27% WPXW 0% WDCA 0%
CABL 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE



WDCW-TV

ORDER

Print Date 09/24/12

Flight Dates 10/09/12-10/12/12

Contract / Revision 390408 /
Original Date / Revision
09/21/12 09/24/12

Advertiser National Republican Senator

Agency Smart Media Group

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314

Product
ALLEN/NRSC

Agency Com 15%

Billing Contact

814 King Street
Suite 400
Alexandria, VA 22314

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:10:00

Estimate # C09C12

Alt Order # 06332090

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL2, PL4

Priority 01

Advertiser Ref

Primary Account Executive
Dave Clark

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Clark | 100% | | |

Order Share 1% Market Value 300000

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| UNKWN | % | 0 |
| WDCA | % | 0 |
| WJLA | 23% | 69000 |
| WRC | 31% | 93000 |
| WTTG | 27% | 81000 |
| WUSA | 18% | 54000 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|--------------|------------|------------|--------------|--------|------------|----------|---------|------------|--------------|
| October 2012 | 6 | \$2,550.00 | \$3,000.00 | 0.00 | 10/01/12 | 10/12/12 | 6 | \$2,550.00 | \$3,000.00 |
| Totals | 6 | \$2,550.00 | \$3,000.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-----|----|-------------------|-----------------|-----------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|------------------------|----------|
| E 1 | 50 | 10/12/12 | 10/12/12 | MF 8-9a newsplus | CM | MF 8-9a | ----1-- | :30/30 | 1 | \$350.00 | 01 | 0.00 | PB | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/08/12 | 10/14/12 | ----1-- | | 1 | | \$350.00 | | 0.00 | | | | | |
| E 2 | 50 | 10/11/12 | 10/11/12 | MF 8-9a newsplus | CM | MF 8-9a | ---1--- | :30/30 | 1 | \$350.00 | 01 | 0.00 | PB | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/08/12 | 10/14/12 | ---1--- | | 1 | | \$350.00 | | 0.00 | | | | | |
| E 3 | 50 | 10/09/12 | 10/09/12 | MF 10-11p newsplus | CM | MF 10-11p | -1----- | :30/30 | 1 | \$800.00 | 01 | 0.00 | PB | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/08/12 | 10/14/12 | -1----- | | 1 | | \$800.00 | | 0.00 | | | | | |
| E 4 | 50 | 10/09/12 | 10/09/12 | MF 8-9a newsplus | CM | MF 8-9a | -1----- | :30/30 | 1 | \$350.00 | 01 | 0.00 | PB | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/08/12 | 10/14/12 | -1----- | | 1 | | \$350.00 | | 0.00 | | | | | |



Contract / Revision **390408** Flight Dates **10/09/12-10/12/12**
Original Date / Revision 09/21/12/ 09/24/12

Hiatus Dates

Order Sep 00:10:00

Advertiser **National Republican Senat** Product **ALLEN/NRSC**

Estimate # **C09C12**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | | |
|-------|----|-------------------|-----------------|-----------------------|-------|----------------|-------------------|---------|-------------|----------|---------------|------|------|--------|----------|------------|
| | | | | | | | | | | | | | | Spots | Amount | |
| E 5 | 50 | 10/10/12 | 10/10/12 | MF 10-11p newsplus | CM | MF 10-11p | --1---- | :30/:30 | 1 | \$800.00 | 01 | 0.00 | PB | 1 | \$800.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/08/12 | 10/14/12 | --1---- | | | 1 | | \$800.00 | | 0.00 | | | | | |
| E 6 | 50 | 10/10/12 | 10/10/12 | MF 8-9a newsplus | CM | MF 8-9a | --1---- | :30/:30 | 1 | \$350.00 | 01 | 0.00 | PB | 1 | \$350.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/08/12 | 10/14/12 | --1---- | | | 1 | | \$350.00 | | 0.00 | | | | | |
| | | | | | | | | | | | | | | Totals | 6 | \$3,000.00 |



WDCW-TV

ORDER

Print Date 09/24/12

Page 1 of 2

Flight Dates 10/09/12-10/12/12

Contract / Revision 390408 /

Original Date / Revision

09/21/12 09/21/12

Advertiser National Republican Senator

Agency Smart Media Group

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314

Product

ALLEN/IRSC

Agency Com 15%

Billing Contact

814 King Street
Suite 400
Alexandria, VA 22314

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:10:00

Estimate # C09C12

Alt Order # 06332090

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL2, PL4

Priority 01

Advertiser Ref

Primary Account Executive
Dave Clark

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Clark | 100% | | |

Order Share 1% Market Value 300000

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| UNKWN | % | 0 |
| WDCA | % | 0 |
| WJLA | 23% | 69000 |
| WRC | 31% | 93000 |
| WTTG | 27% | 81000 |
| WUSA | 18% | 54000 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|--------------|------------|------------|--------------|--------|
| October 2012 | 6 | \$2,550.00 | \$3,000.00 | 0.00 |
| Totals | 6 | \$2,550.00 | \$3,000.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|------------|--------------|
| 10/01/12 | 10/12/12 | 6 | \$2,550.00 | \$3,000.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-----|----|-------------------|-----------------|---------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|------------------------|----------|
| E 1 | 50 | 10/12/12 | 10/12/12 | MF 8-9a newsplus | CM | MF 8-9a | ----1-- | :30/30 | 1 | \$350.00 | 01 | 0.00 | PB | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/08/12 | 10/14/12 | ----1-- | | 1 | | \$350.00 | | 0.00 | | | | | |
| E 2 | 50 | 10/11/12 | 10/11/12 | MF 8-9a newsplus | CM | MF 8-9a | ---1--- | :30/30 | 1 | \$350.00 | 01 | 0.00 | PB | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/08/12 | 10/14/12 | ---1--- | | 1 | | \$350.00 | | 0.00 | | | | | |
| E 3 | 50 | 10/09/12 | 10/09/12 | 6-8a MF newsplus | CM | 6-8a MF | -1----- | :30/30 | 1 | \$800.00 | 01 | 0.00 | PB | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/08/12 | 10/14/12 | -1----- | | 1 | | \$800.00 | | 0.00 | | | | | |
| E 4 | 50 | 10/09/12 | 10/09/12 | MF 8-9a newsplus | CM | MF 8-9a | -1----- | :30/30 | 1 | \$350.00 | 01 | 0.00 | PB | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/08/12 | 10/14/12 | -1----- | | 1 | | \$350.00 | | 0.00 | | | | | |

Needs to be 10p-11p newsplus



WDCW-TV

Print Date: 09/24/12

Page 2 of 2

Contract / Revision 390408 Flight Dates 10/09/12-10/12/12

Hiatus Dates

Original Date / Revision 09/21/12/ 09/21/12

Order Sep 00:10:00

Advertiser National Republican Senate Product ALLEN/NRSC

Estimate # C09C12

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|----|-------------------|-----------------|---------------------|-------|----------------|---------|---------|-------------------|-------------|-----|---------------|--------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 5 | 50 | 10/10/12 | 10/10/12 | 6-8a MF newsplus | CM | 6-8a MF | --1---- | :30/:30 | 1 | \$800.00 | 01 | 0.00 | PB | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --1---- | | | | | 1 | \$800.00 | | 0.00 | | | |
| E 6 | 50 | 10/10/12 | 10/10/12 | MF 8-9a newsplus | CM | MF 8-9a | --1---- | :30/:30 | 1 | \$350.00 | 01 | 0.00 | PB | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --1---- | | | | | 1 | \$350.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 6 | \$3,000.00 |

Needs to be 10p-11p newsplus

SEP21/13 16.30
*** WDCW-TV ***

DATE: SEP 21/13 16.30

ALLEN FOR SENATE/NRSC

30/30 News PM

| : LINE# : | REP : | CD : | TIME PERIOD : | LGTH : | SEC : | RATE : | START DATE : | END DATE : | SPTS /WK : | WEEK INVT : | DAYS : | TOTL SPTS : |
|---|-------|------|---------------|--------|-------|----------|--------------|------------|------------|-------------|--------|-------------|
| AGENCY ADVERTISER CODE = ALNNR AGENCY PRODUCT CODE = ORDER | | | | | | | | | | | | |
| 1 | | | 800A-900A | 30 | | \$350.00 | 10/12 | 10/12 | 1 | | FRI | 1 |
| PROGRAM : NEWS PLUS MINUTE RA35+ : 0.6 CON COM1: NEWS PLUS MINUTE | | | | | | | | | | | | |
| 2 | | | 800A-900A | 30 | | \$350.00 | 10/11 | 10/11 | 1 | | THU | 1 |
| PROGRAM : NEWS PLUS MINUTE RA35+ : 0.6 CON COM1: NEWS PLUS MINUTE | | | | | | | | | | | | |

ADLINE# 6332090
ORIGINAL REV#0 ***

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703 528 7880
HARRIS REPORT FROM REP

SEP21/12 16.30
*** WDCW-TV ***

| :LINE# | :REP | :CD | : TIME PERIOD | : LGTH | : SEC | : RATE | : START DATE | : END DATE | : SPTS /WK | : WEEK INVT | : DAYS | : TOTL SPTS |
|----------------------------|------|-----|---------------|--------|-------|----------|--------------|------------|------------|-------------|--------|-------------|
| 3 | | | 1000P-1100P | 30 | | \$800.00 | 10/9 | 10/9 | 1 | | TUE | 1 |
| PROGRAM : LATE NEWS | | | | | | | | | | | | |
| RA35+ : 0.2 | | | | | | | | | | | | |
| CON COM1: LATE NEWS | | | | | | | | | | | | |
| 4 | | | 800A-900A | 30 | | \$350.00 | 10/9 | 10/9 | 1 | | TUE | 1 |
| PROGRAM : NEWS PLUS MINUTE | | | | | | | | | | | | |
| RA35+ : 0.6 | | | | | | | | | | | | |
| CON COM1: NEWS PLUS MINUTE | | | | | | | | | | | | |
| 5 | | | 1000P-1100P | 30 | | \$800.00 | 10/10 | 10/10 | 1 | | WED | 1 |
| PROGRAM : LATE NEWS | | | | | | | | | | | | |
| RA35+ : 0.2 | | | | | | | | | | | | |
| CON COM1: LATE NEWS | | | | | | | | | | | | |
| 6 | | | 800A-900A | 30 | | \$350.00 | 10/10 | 10/10 | 1 | | WED | 1 |
| PROGRAM : NEWS PLUS MINUTE | | | | | | | | | | | | |
| RA35+ : 0.6 | | | | | | | | | | | | |
| CON COM1: NEWS PLUS MINUTE | | | | | | | | | | | | |

OCT/12 \$3,000.00

CONTRACT TOTAL \$3,000.00
TOTAL SPOTS 6

MARKET TOTALS \$300,000 WDCW 1% WJLA 23% WUSA 18% WRC 31% WTTG 27% WPKW 0% WDCA 0%
CABL 0%

SVC- NSI
DEMOS- RA35+*